IN THE CLAIMS:

Claims <u>1, 3-4, 7, 10, 15, 19, 25-27, 29-31, 33, 35-36, 39-40, 43, 45, 49, 51-52, 55-56, 59, and 61</u> are amended herein. All pending claims and their present status are produced below.

1   1.   (Currently Amended) A method for providing enterprise event marketing
2 and management automation comprising the steps of:

3   (a)   providing a website including online tools for event marketing and
4   management;

5   (b)   allowing a user in communication with the website to create ~~an event~~
6   ~~page~~ <u>a plurality of event pages describing an event</u> and a registration
7   page associated with <u>the</u> ~~an~~ event utilizing the online tools, <u>each of the</u>
8   <u>plurality of event pages being targeted to one of a plurality of</u>
9   <u>participant groups, each of the plurality of participant groups</u>
10   <u>comprising one or more participants,</u> the ~~event page~~ <u>event pages</u>
11   including a link to the registration page;

12   (c)   forwarding ~~the event page~~ <u>a first event page of the plurality of event</u>
13   <u>pages</u> to a <u>first</u> participant <u>of a first participant group</u> to enable the <u>first</u>
14   participant to establish <u>a first</u> communication with the registration
15   page utilizing the link;

16   (d)   forwarding the registration page to the <u>first</u> participant to be completed
17   and returned in response to the <u>first</u> communication;

18   <u>(e)</u>   <u>forwarding a second event page of the plurality of event pages to a</u>
19   <u>second participant of a second participant group to enable the second</u>
20   <u>participant to establish a second communication with the registration</u>
21   <u>page utilizing the link, the first event page being different from the</u>
22   <u>second event page, the first participant group being different from the</u>
23   <u>second participant group;</u>
24   <u>(f)</u>   <u>forwarding the registration page to the second participant to be</u>
25   <u>completed and returned in response to the second communication;</u>

26   ~~(e)~~ (g) receiving the registration page and in response thereto communicating

27   confirmations ~~a confirmation~~ to ~~the participant~~ the first and second

28   participants; and

29   ~~(f)~~ (h) communicating to the user the information received from the first and

30   second participants ~~the participant in order to allow for event~~

31   ~~marketing and management~~.

1   2.   (Previously Presented) A method as recited in claim 1, further comprising

2 associating a fee with the event.

1   3.   (Currently Amended) A method as recited in claim 2, wherein the fee for

2 the event is requested from ~~the participant~~ the first and second participants in response to

3 receiving the registration page.

1   4.   (Currently Amended) A method as recited in claim 1, further comprising

2 querying ~~the participant~~ the first and second participants for information associated with

3 participant attendance to the event.

1   5.   (Previously Presented) A method as recited in claim 1, wherein previously

2 created event pages are utilized for creating at least one of new events and new

3 registration pages.

1   6.   (Previously Presented) A method as recited in claim 1, further comprising

2 storing a contact file of the user.

1   7.   (Currently Amended) A method as recited in claim 6, wherein ~~the~~

2 ~~participant is~~ the first and second participants are selected from the contact file.

1   8.   (Previously Presented) A method as recited in claim 6, wherein the stored

2 file is imported from another source.

1   9.   (Previously Presented) A method as recited in claim 6, further comprising

2 exporting the contact file.

1   10.   (Currently Amended) A method as recited in claim 1, further comprising

2 generating participant parameters, wherein ~~the participant is~~ the first and second

3 participants are forwarded the event page according to the participant parameters.

1   11.   (Previously Presented) A method as recited in claim 1, further comprising

2 associating a promotion code with the event in accordance with instructions from the

3 user.

1   12.   (Previously Presented) A method as recited in claim 1, wherein a

2 registration template is utilized to create the registration page.

1   13.   (Previously Presented) A method as recited in claim 1, further comprising

2 grouping a plurality of events under a single event.

1   14.   (Previously Presented) A method as recited in claim 1, wherein the event

2 has a maximum participant capacity associated therewith.

1   15.   (Currently Amended) A method as recited in claim 14, further comprising

2 presenting ~~the participant~~ the first and second participants with the option of being

3 waitlisted where maximum capacity has been reached.

1   16.   (Previously Presented) A method as recited in claim 14, wherein the user

2 receives a notification when a predetermined percentage of maximum participant

3 capacity is reached.

1   17.   (Previously Presented) A method as recited in claim 16, wherein the user

2 is allowed to modify the maximum participant capacity in response to the notification.

1   18.   (Previously Presented) A method as recited in claim 1, wherein the
2 confirmation includes a ticket for admission to the event.

1   19.   (Currently Amended) A method as recited in claim 1, further comprising
2 generating a report about the event for at least one of the user and ~~the participant~~ the first
3 and second participants.

1   20.   (Previously Presented) A method as recited in claim 19, wherein the report
2 includes information pertaining to at least one of budget, expenses, revenues, travel,
3 accommodations, participant information, event details, attendance details, sub-
4 organization, cross-events, profiling, scheduling, registration, change between data
5 conveyed on specified dates, and change between data conveyed at specified times.

1   21.   (Previously Presented) A method as recited in claim 19, wherein the report
2 may be generated according to at least one of a schedule.

1   22.   (Previously Presented) A method as recited in claim 19, wherein the report
2 includes at least one of an ad hoc report and a canned report.

1   23.   (Previously Presented) A method as recited in claim 1, further comprising
2 providing the user with data for tracking at least one of budget, expenses, and revenue.

1   24.   (Previously Presented) A method as recited in claim 1, further comprising
2 grouping one or more events into event categories.

1   25.   (Currently Amended) A method as recited in claim 1, further comprising
2 providing to ~~the participant~~ the first and second participants at least one of
3 accommodation information and travel information.

1   26.   (Currently Amended) A method as recited in claim 1, further comprising
2 organizing participants into the plurality of participant groups.

1   27.   (Currently Amended) A method as recited in claim 1, further comprising

2 assigning a <u>first</u> type to <s>a participant</s> <u>the first participant and a second type to the second</u>

3 <u>participant</u>.

1   28.   (Previously Presented) A method as recited in claim 1, further comprising

2 providing at least one of specified travel and accommodations according to participant

3 type.

1   29.   (Currently Amended) A method as recited in claim 1, further comprising

2 assigning a <u>first</u> login to <s>the participant</s> <u>the first participant and a second login to the</u>

3 <u>second participant</u>.

1   30.   (Currently Amended) A method as recited in claim 1, further comprising

2 forwarding a survey to <s>the participant</s> <u>the first and second participants</u>.

1   31.   (Currently Amended) A method as recited in claim 1, further comprising

2 receiving information related to a guest of <s>the participant</s> <u>the first or second participant</u>

3 on the registration page.

1   32.   (Previously Presented) A method as recited in claim 1, wherein travel can

2 be arranged utilizing an online booking system.

1   33.   (Currently Amended) A system for providing a system and method for

2 enterprise event marketing and management automation:

3   (a)   means for allowing a user in communication with the website to create

4   <s>an event page</s> <u>a plurality of event pages describing an event</u> and a

5   registration page associated with <u>the</u> <s>an</s> event <s>utilizing the online tools</s>,

6   <u>each of the plurality of event pages being targeted to one of a plurality</u>

7   <u>of participant groups, each of the plurality of participant groups</u>

8   <u>comprising one or more participants,</u> the <s>event page</s> <u>event pages</u>

9   including a link to the registration page;

10   (b)   means for forwarding ~~the event page~~ a first event page of the plurality

11   of event pages to a first participant of a first participant group to

12   enable the first participant to establish a first communication with the

13   registration page utilizing the link;

14   (c)   means for forwarding the registration page to the first participant to be

15   completed and returned in response to the first communication;

16   (d)   means for forwarding a second event page of the plurality of event

17   pages to a second participant of a second participant group to enable

18   the second participant to establish a second communication with the

19   registration page utilizing the link, the first event page being different

20   from the second event page, the first participant group being different

21   from the second participant group;

22   (e)   means for forwarding the registration page to the second participant to

23   be completed and returned in response to the second communication;

24   ~~(d)~~(f)   means for receiving the registration page and in response thereto

25   communicating confirmations ~~a confirmation~~ to ~~the participant~~ the first

26   and second participants; and

27   ~~(e)~~(g)   means for communicating to the user the information received from

28   the first and second participants ~~the participant in order to allow for~~

29   ~~event marketing and management~~.

1   34.   (Previously Presented) A system as recited in claim 33, further comprising

2 means for associating a fee with the event.

1   35.   (Currently Amended) A system as recited in claim 34, wherein the fee for

2 the event is requested from ~~the participant~~ the first and second participants in response to

3 receiving the registration page.

1   36.   (Currently Amended) A system as recited in claim 33, further comprising

2 means for querying ~~the participant~~ the first and second participants for information

3 associated with participant attendance to the event.

1   37.   (Previously Presented) A system as recited in claim 33, wherein

2 previously created event pages are utilized for creating at least one of new events and

3 new registration pages.

1   38.   (Previously Presented) A system as recited in claim 33, further comprising

2 means for storing a contact file of the user.

1   39.   (Currently Amended) A system as recited in claim 38, wherein ~~the~~

2 ~~participant is~~ the first and second participants are selected from the contact file.

1   40.   (Currently Amended) A system as recited in claim 33, further comprising

2 means for generating participant parameters, wherein ~~the participant is~~ the first and

3 second participants are forwarded the event page according to the participant parameters.

1   41.   (Previously Presented) A system as recited in claim 33, further comprising

2 means for associating a promotion code with the event in accordance with instructions

3 from the user.

1   42.   (Previously Presented) A system as recited in claim 33, wherein a

2 registration template is utilized to create the registration page.

1   43.   (Currently Amended) A system as recited in claim 33, further comprising

2 means for generating a report about the event for at least one of the user and ~~the~~

3 ~~participant~~ the first and second participants.

1   44.   (Previously Presented) A system as recited in claim 33, wherein the event

2 has a maximum participant capacity associated therewith.

1   45.   (Currently Amended) A system as recited in claim 44, further comprising

2 means for presenting ~~the participant~~ the first and second participants with the option of

3 being waitlisted where maximum capacity has been reached.

1   46.   (Previously Presented) A system as recited in claim 44, wherein the user

2   receives a notification when a predetermined percentage of maximum participant

3   capacity is reached.

1   47.   (Previously Presented) A system as recited in claim 46, wherein the user is

2   allowed to modify the maximum participant capacity in response to the notification.

1   48.   (Previously Presented) A system as recited in claim 33, wherein the

2   confirmation includes a ticket for admission to the event.

1   49.   (Currently Amended) A computer program embodied on a computer

2   readable medium for providing enterprise event marketing and management automation

3   comprising:

4   (a)   a code segment that provides a website including online tools for event

5   marketing and management;

6   (b)   a code segment that allows a user in communication with the website

7   to create ~~an event page~~ <u>a plurality of event pages describing an event</u>

8   and a registration page associated with <u>the</u> ~~an~~ event utilizing the online

9   tools, <u>each of the plurality of event pages being targeted to one of a</u>

10   <u>plurality of participant groups, each of the plurality of participant</u>

11   <u>groups comprising one or more participants,</u> the ~~event page~~ <u>event</u>

12   <u>pages</u> including a link to the registration page;

13   (c)   a code segment that forwards ~~the event page~~ <u>a first event page of the</u>

14   <u>plurality of event pages</u> to a <u>first</u> participant <u>of a first participant group</u>

15   to enable the <u>first</u> participant to establish <u>a first</u> communication with

16   the registration page utilizing the link;

17   (d)   a code segment that forwards the registration page to the <u>first</u>

18   participant to be completed and returned in response to the <u>first</u>

19   communication;

20   <u>(e)   a code segment that forwards a second event page of the plurality of</u>

21   <u>event pages to a second participant of a second participant group to</u>

22   enable the second participant to establish a second communication

23   with the registration page utilizing the link, the first event page being

24   different from the second event page, the first participant group being

25   different from the second participant group;

26   (f)   a code segment that forwards the registration page to the second

27   participant to be completed and returned in response to the second

28   communication;

29   (e)(g)   a code segment that receives the registration page and in response

30   thereto ~~communicating~~ communicates confirmations ~~a confirmation~~ to

31   ~~the participant~~ the first and second participants; and

32   (f)(h)   a code segment that communicates to the user the information received

33   from the first and second participants ~~the participant in order to allow~~

34   ~~for event marketing and management~~.

1   50.   (Previously Presented) A computer program as recited in claim 49, further

2   comprising a code segment that associates a fee with the event.

1   51.   (Currently Amended) A computer program as recited in claim 50, wherein

2   the fee for the event is requested from ~~the participant~~ the first and second participants in

3   response to receiving the registration page.

1   52.   (Currently Amended) A computer program as recited in claim 49, further

2   comprising a code segment that queries ~~the participant~~ the first and second participants

3   for information associated with participant attendance to the event.

1   53.   (Previously Presented) A computer program as recited in claim 49,

2   wherein previously created event pages are utilized for creating at least one of new events

3   and new registration pages.

1   54.   (Previously Presented) A computer program as recited in claim 49, further

2   comprising a code segment that stores a contact file of the user.

55.   (Currently Amended) A computer program as recited in claim 54, wherein ~~the participant is~~ the first and second participants are selected from the contact file.

56.   (Currently Amended) A computer program as recited in claim 49, further comprising a code segment that generates participant parameters, wherein ~~the participant is~~ the first and second participants are forwarded the event page according to the participant parameters.

57.   (Previously Presented) A computer program as recited in claim 49, further comprising a code segment that associates a promotion code with the event in accordance with instructions from the user.

58.   (Previously Presented) A computer program as recited in claim 49, wherein a registration template is utilized to create the registration page.

59.   (Currently Amended) A computer program as recited in claim 49, further comprising a code segment that generates a report about the event for at least one of the user and ~~the participant~~ the first and second participants.

60.   (Previously Presented) A computer program as recited in claim 49, wherein the event has a maximum participant capacity associated therewith.

61.   (Currently Amended) A computer program as recited in claim 60, further comprising a code segment that presents ~~the participant~~ the first and second participants with the option of being waitlisted where maximum capacity has been reached.

62.   (Previously Presented) A computer program as recited in claim 60, wherein the user receives a notification when a predetermined percentage of maximum participant capacity is reached.

1   63.   (Previously Presented) A computer program as recited in claim 62,

2   wherein the user is allowed to modify the maximum participant capacity in response to

3   the notification.

1   64.   (Previously Presented) A computer program as recited in claim 49,

2   wherein the confirmation includes a ticket for admission to the event.